



## Retail MarketPlace Profile

Kirk Rd and E Main St, St Charles, IL, 60174\_1  
Kirk Rd & E Main St, St Charles, IL, 60174  
Ring: 5 mile radius

Latitude: 41.9214  
Longitude: -88.27554

### Summary Demographics

2010 Population	115,436
2010 Households	39,066
2010 Median Disposable Income	\$66,279
2010 Per Capita Income	\$37,763

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,566,168,671	\$1,398,305,325	\$167,863,346	5.7	1,164
Total Retail Trade	44-45	\$1,335,150,421	\$1,169,060,229	\$166,090,192	6.6	875
Total Food & Drink	722	\$231,018,250	\$229,245,096	\$1,773,154	0.4	288

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$315,678,190	\$240,723,430	\$74,954,760	13.5	69
Automobile Dealers	4411	\$272,839,390	\$212,333,263	\$60,506,127	12.5	26
Other Motor Vehicle Dealers	4412	\$23,244,299	\$18,345,515	\$4,898,784	11.8	21
Auto Parts, Accessories & Tire Stores	4413	\$19,594,500	\$10,044,651	\$9,549,849	32.2	23
Furniture & Home Furnishings Stores	442	\$44,785,886	\$47,495,874	-\$2,709,988	-2.9	67
Furniture Stores	4421	\$27,278,451	\$30,995,706	-\$3,717,255	-6.4	19
Home Furnishings Stores	4422	\$17,507,434	\$16,500,167	\$1,007,267	3.0	47
Electronics & Appliance Stores	4431	\$40,956,916	\$37,437,867	\$3,519,049	4.5	83
Bldg Materials, Garden Equip. & Supply Stores	444	\$64,513,579	\$91,017,035	-\$26,503,456	-17.0	106
Bldg Material & Supplies Dealers	4441	\$53,991,242	\$70,111,763	-\$16,120,521	-13.0	79
Lawn & Garden Equip & Supply Stores	4442	\$10,522,336	\$20,905,272	-\$10,382,935	-33.0	27
Food & Beverage Stores	445	\$255,579,884	\$284,622,033	-\$29,042,150	-5.4	74
Grocery Stores	4451	\$239,264,861	\$258,619,784	-\$19,354,924	-3.9	35
Specialty Food Stores	4452	\$4,832,432	\$12,791,672	-\$7,959,239	-45.2	21
Beer, Wine & Liquor Stores	4453	\$11,482,591	\$13,210,577	-\$1,727,987	-7.0	18
Health & Personal Care Stores	446,4461	\$47,687,848	\$53,635,156	-\$5,947,308	-5.9	49
Gasoline Stations	447,4471	\$209,188,840	\$81,617,407	\$127,571,434	43.9	22
Clothing & Clothing Accessories Stores	448	\$67,918,914	\$82,610,181	-\$14,691,267	-9.8	123
Clothing Stores	4481	\$52,621,138	\$70,466,699	-\$17,845,561	-14.5	84
Shoe Stores	4482	\$7,264,583	\$3,659,811	\$3,604,772	33.0	10
Jewelry, Luggage & Leather Goods Stores	4483	\$8,033,193	\$8,483,671	-\$450,478	-2.7	29
Sporting Goods, Hobby, Book & Music Stores	451	\$18,705,631	\$28,460,029	-\$9,754,399	-20.7	71
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,425,952	\$17,568,639	-\$5,142,687	-17.1	61
Book, Periodical & Music Stores	4512	\$6,279,678	\$10,891,390	-\$4,611,712	-26.9	10
General Merchandise Stores	452	\$184,067,030	\$156,587,124	\$27,479,907	8.1	33
Department Stores Excluding Leased Depts.	4521	\$78,811,356	\$80,834,848	-\$2,023,491	-1.3	17
Other General Merchandise Stores	4529	\$105,255,674	\$75,752,276	\$29,503,398	16.3	16
Miscellaneous Store Retailers	453	\$28,815,429	\$44,523,527	-\$15,708,098	-21.4	165
Florists	4531	\$1,499,283	\$1,473,038	\$26,245	0.9	17
Office Supplies, Stationery & Gift Stores	4532	\$8,146,277	\$15,984,003	-\$7,837,726	-32.5	58
Used Merchandise Stores	4533	\$2,349,772	\$4,152,042	-\$1,802,270	-27.7	30
Other Miscellaneous Store Retailers	4539	\$16,820,098	\$22,914,444	-\$6,094,347	-15.3	61
Nonstore Retailers	454	\$57,252,275	\$20,330,566	\$36,921,708	47.6	13
Electronic Shopping & Mail-Order Houses	4541	\$44,090,863	\$8,676,063	\$35,414,800	67.1	2
Vending Machine Operators	4542	\$4,375,762	\$4,041,548	\$334,214	4.0	4
Direct Selling Establishments	4543	\$8,785,650	\$7,612,956	\$1,172,694	7.2	7
Food Services & Drinking Places	722	\$231,018,250	\$229,245,096	\$1,773,154	0.4	288
Full-Service Restaurants	7221	\$99,049,358	\$112,928,728	-\$13,879,370	-6.5	170
Limited-Service Eating Places	7222	\$110,047,138	\$101,897,166	\$8,149,972	3.8	90
Special Food Services	7223	\$13,931,387	\$10,606,036	\$3,325,350	13.6	14
Drinking Places - Alcoholic Beverages	7224	\$7,990,368	\$3,813,166	\$4,177,202	35.4	14

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Infogroup

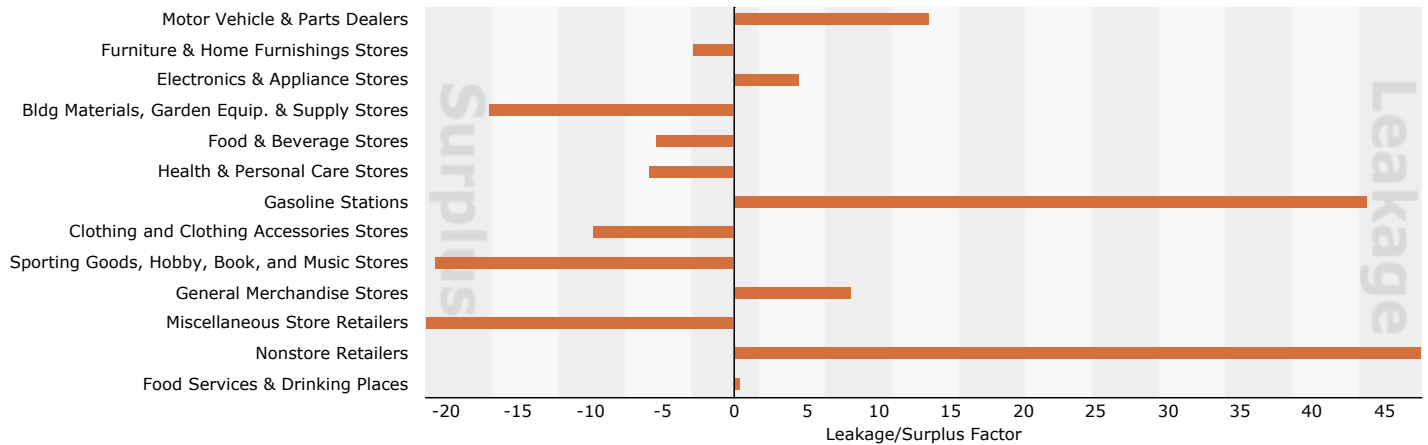
October 10, 2012

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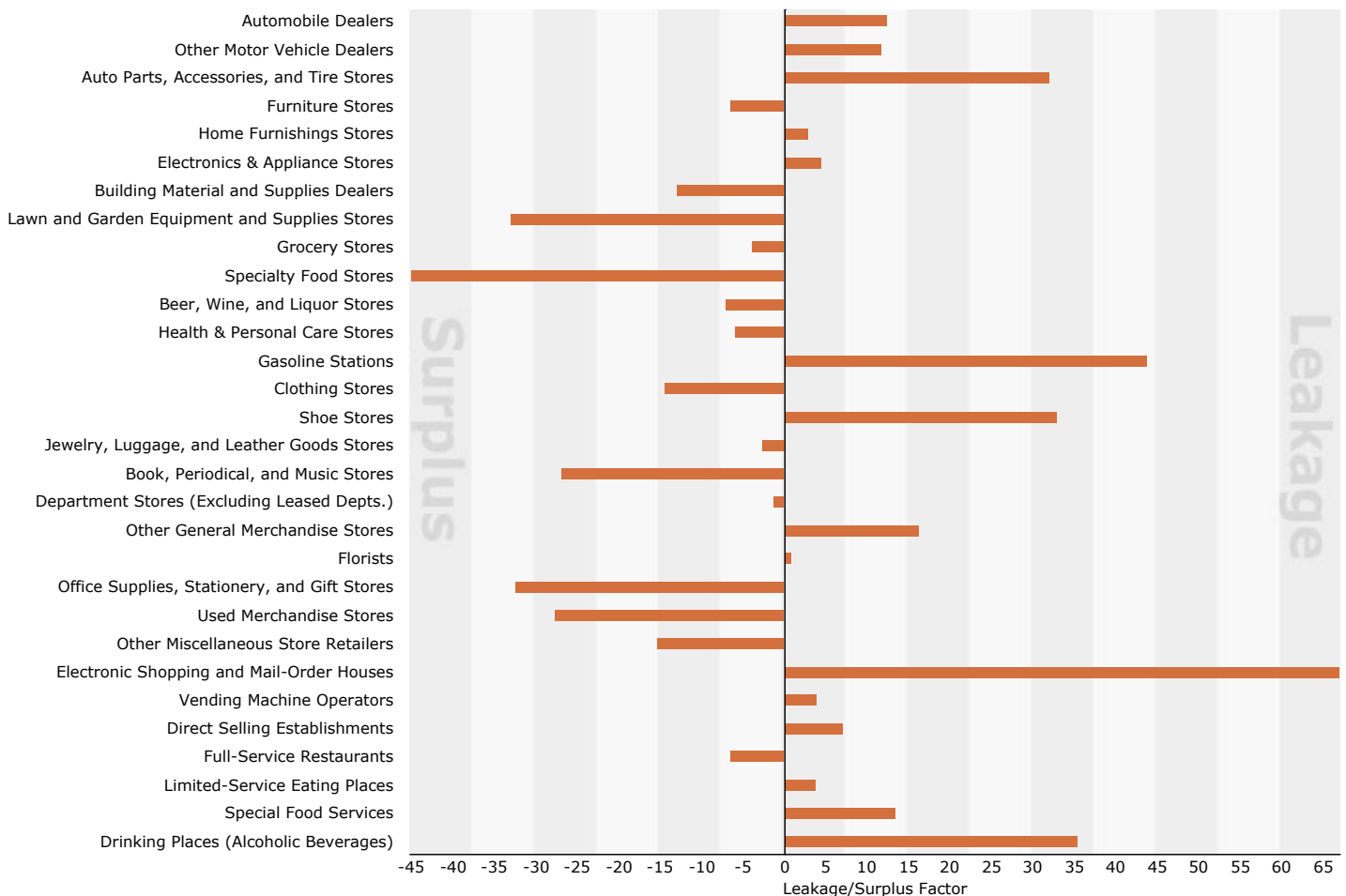
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





## Retail MarketPlace Profile

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Kirk Rd & E Main St, St Charles, IL, 60174  
Ring: 10 mile radius

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### Summary Demographics

2010 Population	625,667
2010 Households	210,817
2010 Median Disposable Income	\$60,770
2010 Per Capita Income	\$33,519

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$7,586,162,002	\$5,581,362,364	\$2,004,799,638	15.2	4,174
Total Retail Trade	44-45	\$6,461,519,429	\$4,734,606,932	\$1,726,912,497	15.4	3,011
Total Food & Drink	722	\$1,124,642,573	\$846,755,432	\$277,887,141	14.1	1,163

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,529,207,160	\$966,672,213	\$562,534,947	22.5	233
Automobile Dealers	4411	\$1,337,268,331	\$870,433,853	\$466,834,478	21.1	92
Other Motor Vehicle Dealers	4412	\$104,674,294	\$40,344,851	\$64,329,443	44.4	41
Auto Parts, Accessories & Tire Stores	4413	\$87,264,535	\$55,893,508	\$31,371,027	21.9	100
Furniture & Home Furnishings Stores	442	\$208,741,094	\$170,819,829	\$37,921,264	10.0	210
Furniture Stores	4421	\$128,149,123	\$109,365,276	\$18,783,847	7.9	73
Home Furnishings Stores	4422	\$80,591,971	\$61,454,553	\$19,137,417	13.5	137
Electronics & Appliance Stores	4431	\$201,014,337	\$158,668,527	\$42,345,809	11.8	296
Bldg Materials, Garden Equip. & Supply Stores	444	\$285,738,593	\$298,800,038	-\$13,061,445	-2.2	312
Bldg Material & Supplies Dealers	4441	\$249,990,980	\$266,748,791	-\$16,757,811	-3.2	247
Lawn & Garden Equip & Supply Stores	4442	\$35,747,613	\$32,051,247	\$3,696,366	5.5	65
Food & Beverage Stores	445	\$1,240,722,054	\$1,126,315,239	\$114,406,815	4.8	326
Grocery Stores	4451	\$1,154,298,352	\$1,059,805,825	\$94,492,527	4.3	190
Specialty Food Stores	4452	\$30,004,386	\$24,731,148	\$5,273,238	9.6	60
Beer, Wine & Liquor Stores	4453	\$56,419,317	\$41,778,266	\$14,641,051	14.9	77
Health & Personal Care Stores	446,4461	\$226,186,901	\$240,425,910	-\$14,239,010	-3.1	235
Gasoline Stations	447,4471	\$1,001,997,839	\$551,182,888	\$450,814,951	29.0	118
Clothing & Clothing Accessories Stores	448	\$324,111,903	\$244,147,158	\$79,964,745	14.1	387
Clothing Stores	4481	\$252,830,551	\$188,371,091	\$64,459,460	14.6	255
Shoe Stores	4482	\$34,123,434	\$29,048,370	\$5,075,065	8.0	59
Jewelry, Luggage & Leather Goods Stores	4483	\$37,157,917	\$26,727,697	\$10,430,220	16.3	73
Sporting Goods, Hobby, Book & Music Stores	451	\$82,542,326	\$67,086,499	\$15,455,827	10.3	222
Sporting Goods/Hobby/Musical Instr Stores	4511	\$55,154,787	\$44,279,185	\$10,875,602	10.9	192
Book, Periodical & Music Stores	4512	\$27,387,539	\$22,807,314	\$4,580,225	9.1	30
General Merchandise Stores	452	\$870,305,750	\$720,240,049	\$150,065,701	9.4	123
Department Stores Excluding Leased Depts.	4521	\$356,267,540	\$350,351,712	\$5,915,828	0.8	60
Other General Merchandise Stores	4529	\$514,038,210	\$369,888,337	\$144,149,873	16.3	63
Miscellaneous Store Retailers	453	\$124,942,674	\$111,354,346	\$13,588,328	5.8	494
Florists	4531	\$8,759,826	\$5,007,574	\$3,752,252	27.3	53
Office Supplies, Stationery & Gift Stores	4532	\$32,247,644	\$34,224,917	-\$1,977,273	-3.0	143
Used Merchandise Stores	4533	\$8,793,265	\$10,755,663	-\$1,962,398	-10.0	78
Other Miscellaneous Store Retailers	4539	\$75,141,939	\$61,366,191	\$13,775,748	10.1	219
Nonstore Retailers	454	\$366,008,798	\$78,894,235	\$287,114,563	64.5	57
Electronic Shopping & Mail-Order Houses	4541	\$288,379,745	\$39,162,304	\$249,217,441	76.1	9
Vending Machine Operators	4542	\$22,136,555	\$19,913,528	\$2,223,027	5.3	26
Direct Selling Establishments	4543	\$55,492,498	\$19,818,403	\$35,674,096	47.4	22
Food Services & Drinking Places	722	\$1,124,642,573	\$846,755,432	\$277,887,141	14.1	1,163
Full-Service Restaurants	7221	\$489,828,439	\$360,913,343	\$128,915,096	15.2	664
Limited-Service Eating Places	7222	\$505,947,172	\$397,406,468	\$108,540,704	12.0	388
Special Food Services	7223	\$91,021,980	\$63,557,693	\$27,464,287	17.8	57
Drinking Places - Alcoholic Beverages	7224	\$37,844,982	\$24,877,928	\$12,967,054	20.7	55

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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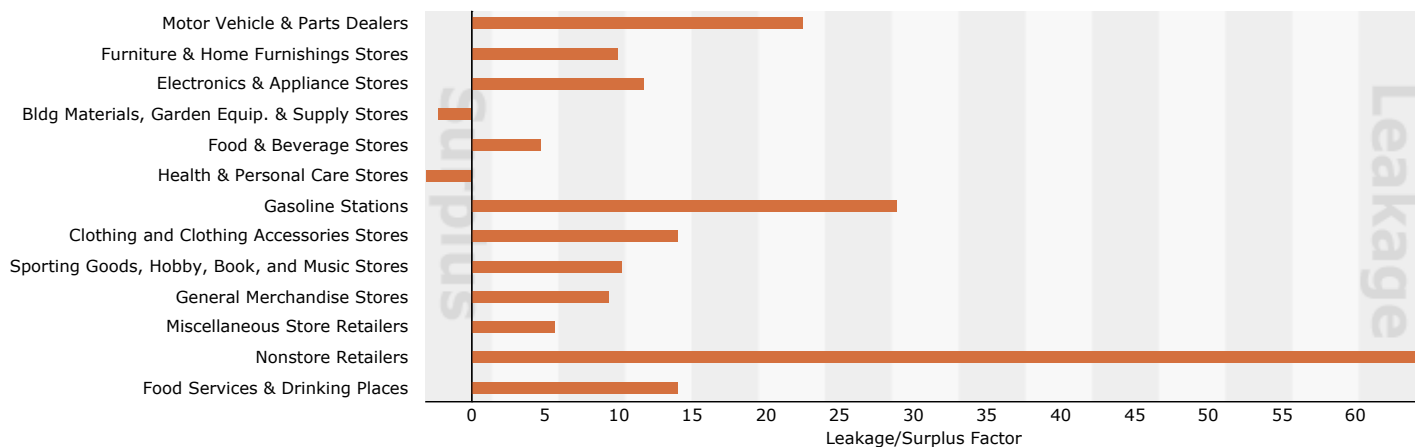


## Retail MarketPlace Profile

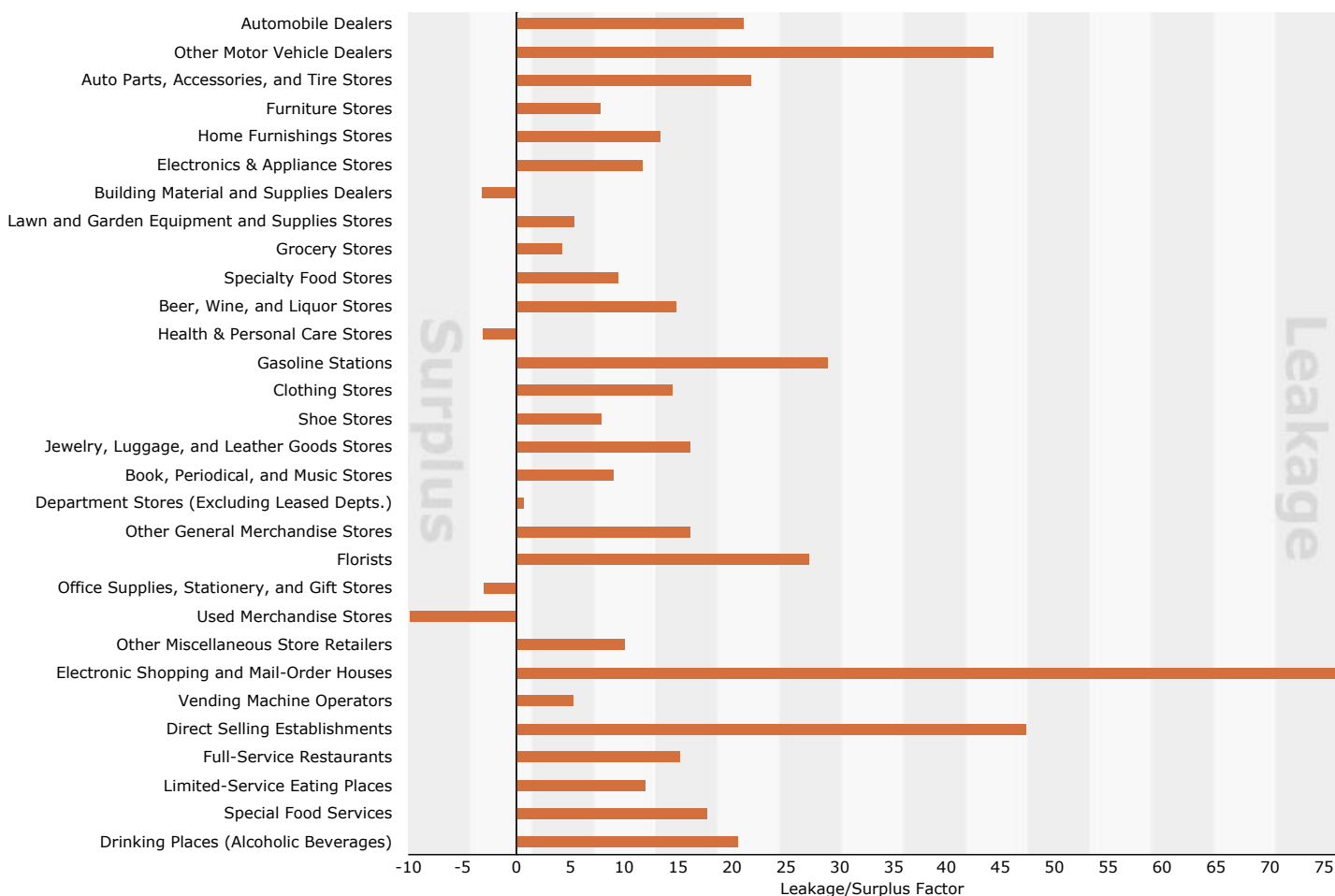
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Kirk Rd & E Main St, St Charles, IL, 60174  
Ring: 10 mile radius

Latitude: 41.9214  
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### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group





## Retail MarketPlace Profile

Kirk Rd and E Main St, St Charles, IL, 60174\_1  
Kirk Rd & E Main St, St Charles, IL, 60174  
Ring: 15 mile radius

Latitude: 41.9214  
Longitude: -88.27554

### Summary Demographics

2010 Population	1,385,592
2010 Households	480,905
2010 Median Disposable Income	\$59,978
2010 Per Capita Income	\$34,022

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$17,095,676,450	\$16,409,088,227	\$686,588,223	2.0	10,199
Total Retail Trade	44-45	\$14,552,715,199	\$14,085,268,733	\$467,446,466	1.6	7,354
Total Food & Drink	722	\$2,542,961,251	\$2,323,819,494	\$219,141,757	4.5	2,844

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,424,700,316	\$3,604,839,903	-\$180,139,587	-2.6	599
Automobile Dealers	4411	\$3,001,145,354	\$3,376,387,231	-\$375,241,876	-5.9	285
Other Motor Vehicle Dealers	4412	\$230,206,453	\$82,791,818	\$147,414,635	47.1	86
Auto Parts, Accessories & Tire Stores	4413	\$193,348,508	\$145,660,854	\$47,687,655	14.1	228
Furniture & Home Furnishings Stores	442	\$467,184,836	\$403,642,065	\$63,542,772	7.3	475
Furniture Stores	4421	\$286,691,006	\$258,824,052	\$27,866,954	5.1	187
Home Furnishings Stores	4422	\$180,493,830	\$144,818,013	\$35,675,817	11.0	289
Electronics & Appliance Stores	4431	\$454,714,082	\$646,341,729	-\$191,627,647	-17.4	841
Bldg Materials, Garden Equip. & Supply Stores	444	\$636,856,083	\$621,799,327	\$15,056,757	1.2	699
Bldg Material & Supplies Dealers	4441	\$565,986,688	\$555,152,645	\$10,834,043	1.0	576
Lawn & Garden Equip & Supply Stores	4442	\$70,869,395	\$66,646,681	\$4,222,714	3.1	123
Food & Beverage Stores	445	\$2,811,395,789	\$2,484,167,568	\$327,228,221	6.2	770
Grocery Stores	4451	\$2,611,594,204	\$2,337,404,507	\$274,189,696	5.5	459
Specialty Food Stores	4452	\$71,854,724	\$51,629,513	\$20,225,210	16.4	149
Beer, Wine & Liquor Stores	4453	\$127,946,861	\$95,133,547	\$32,813,314	14.7	162
Health & Personal Care Stores	446,4461	\$513,566,711	\$529,542,613	-\$15,975,902	-1.5	547
Gasoline Stations	447,4471	\$2,236,900,125	\$1,296,505,910	\$940,394,215	26.6	270
Clothing & Clothing Accessories Stores	448	\$720,381,503	\$743,532,624	-\$23,151,121	-1.6	1,055
Clothing Stores	4481	\$562,928,996	\$602,839,643	-\$39,910,647	-3.4	710
Shoe Stores	4482	\$74,792,290	\$70,955,213	\$3,837,077	2.6	142
Jewelry, Luggage & Leather Goods Stores	4483	\$82,660,217	\$69,737,767	\$12,922,450	8.5	203
Sporting Goods, Hobby, Book & Music Stores	451	\$180,135,857	\$168,974,203	\$11,161,654	3.2	531
Sporting Goods/Hobby/Musical Instr Stores	4511	\$121,579,927	\$115,116,779	\$6,463,148	2.7	442
Book, Periodical & Music Stores	4512	\$58,555,930	\$53,857,423	\$4,698,506	4.2	90
General Merchandise Stores	452	\$1,937,832,467	\$1,595,513,388	\$342,319,078	9.7	289
Department Stores Excluding Leased Depts.	4521	\$796,903,995	\$827,632,037	-\$30,728,043	-1.9	142
Other General Merchandise Stores	4529	\$1,140,928,472	\$767,881,351	\$373,047,121	19.5	147
Miscellaneous Store Retailers	453	\$267,287,252	\$256,029,414	\$11,257,837	2.2	1,130
Florists	4531	\$21,265,477	\$28,807,252	-\$7,541,775	-15.1	129
Office Supplies, Stationery & Gift Stores	4532	\$67,737,965	\$81,970,477	-\$14,232,512	-9.5	350
Used Merchandise Stores	4533	\$17,329,040	\$23,962,580	-\$6,633,540	-16.1	164
Other Miscellaneous Store Retailers	4539	\$160,954,770	\$121,289,105	\$39,665,665	14.1	487
Nonstore Retailers	454	\$901,760,179	\$1,734,379,990	-\$832,619,811	-31.6	148
Electronic Shopping & Mail-Order Houses	4541	\$708,297,934	\$1,536,028,204	-\$827,730,270	-36.9	30
Vending Machine Operators	4542	\$50,525,649	\$51,261,501	-\$735,852	-0.7	50
Direct Selling Establishments	4543	\$142,936,596	\$147,090,284	-\$4,153,689	-1.4	68
Food Services & Drinking Places	722	\$2,542,961,251	\$2,323,819,494	\$219,141,757	4.5	2,844
Full-Service Restaurants	7221	\$1,108,635,309	\$1,017,072,471	\$91,562,838	4.3	1,584
Limited-Service Eating Places	7222	\$1,128,360,303	\$1,089,702,045	\$38,658,258	1.7	1,014
Special Food Services	7223	\$221,994,510	\$170,556,972	\$51,437,538	13.1	134
Drinking Places - Alcoholic Beverages	7224	\$83,971,129	\$46,488,007	\$37,483,123	28.7	112

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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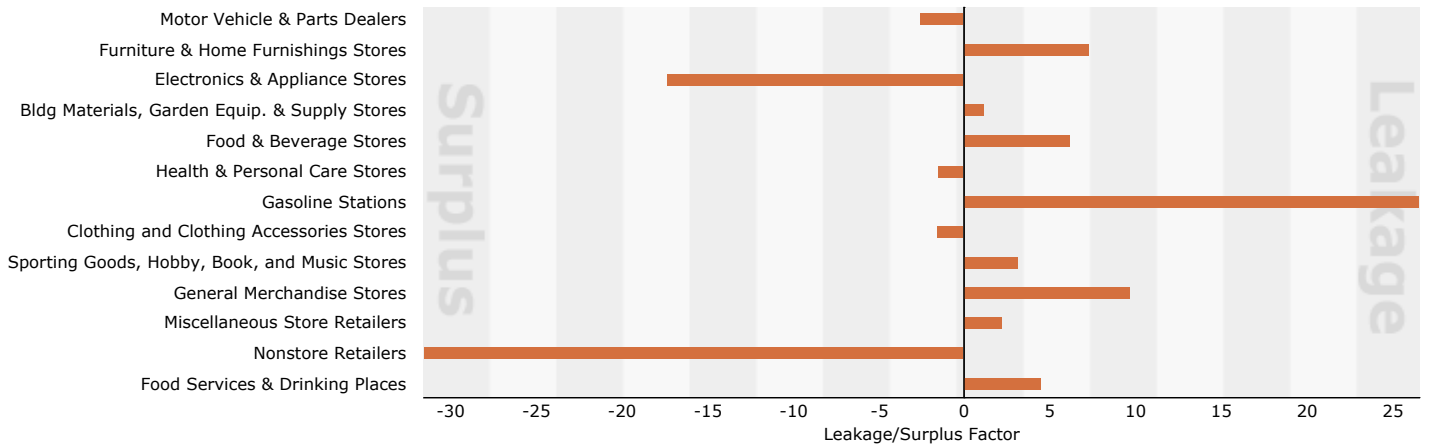


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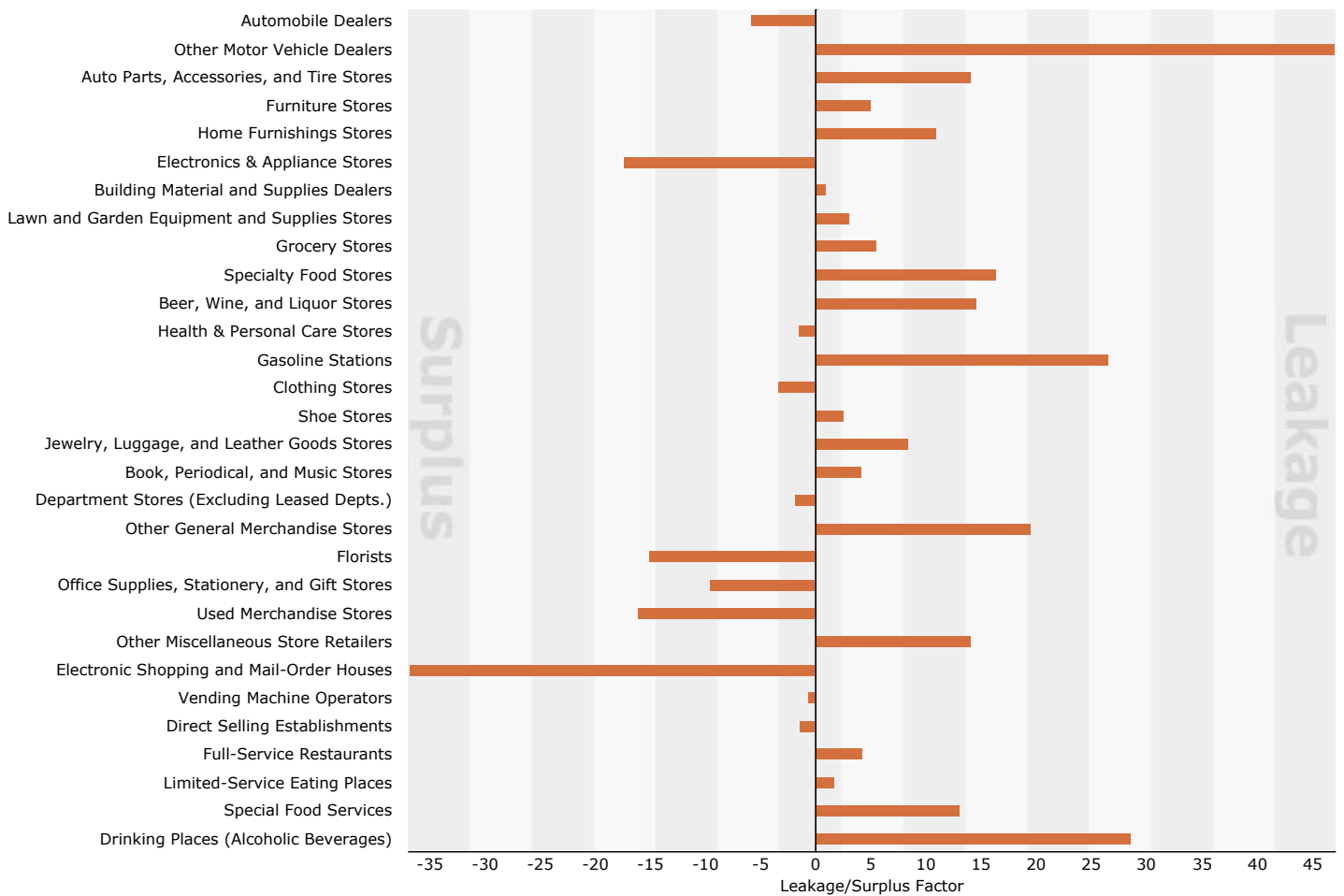
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### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group



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